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1933  
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& COMPANY



“SATELLITE”

3800 ROOKWOOD AVENUE  
INDIANAPOLIS, INDIANA

## FOREWORD

The year just ended has been a strenuous one for most growers and it is our sincere wish that 1933 shall see that upward swing we all are expectantly hoping for just now. There are many signs indicating such development and it behooves us to aid in every way possible by keeping our forces intact, maintaining the highest quality possible in our product as well as a high yield per foot of bench space. These results can be attained only by planning ahead, planting vigorous young stock and by keeping our list of varieties up-to-date. New improved varieties are offered each year and the wise grower loses no time in discarding the varieties which are inferior. You are invited to avail yourself of our knowledge of these newcomers by writing us.

Our many seedling varieties of carnations and chrysanthemums are a source of great interest to many growers each season. There was an unusually fine lot of mum seedlings this fall, one of our varieties winning the C. S. A. silver cup for the best undisseminated seedling variety. We also were awarded the A. C. S. silver medal (first prize) on our new scarlet carnation "Satellite" which you will find described in this catalogue. We are proud of the record our varieties are making and pledge you our continued effort in the production of improved varieties.

There has been considerable reduction in prices to meet economic conditions, but we are determined to maintain the high grade of past years in our product. There will be no let-down in our efforts to give you clean vigorous young stock. The prices quoted in this catalog are for rooted cuttings unless otherwise stated. We sell twenty-five of one variety at hundred rates and two hundred fifty of any one variety at thousand rates. All orders are accepted only subject to availability of stock. It will be our constant endeavor to make your every purchase from us profitable to you. All bills are net and due on the first of the month following date of invoice. See special offer below. Your first order to us should be accompanied by cash or satisfactory references.

Give specific shipping directions unless you choose to rely on our judgment in selecting best means of forwarding. In case of damage in transit, file claim with the forwarding company and notify us of your action. We will cooperate in establishing any just claim.

## SPECIAL OFFER

We will add ten per cent (10%) to the quantity ordered when the order is accompanied by sufficient funds to cover the amount ordered.

## “SATELLITE”

(See illustrations on both front and rear pages)

Whether you grow few red carnations or many, you cannot afford to be without our new scarlet “Satellite.” It comes nearer to being the ideal scarlet carnation than any variety we have hitherto had. So much so that we are blooming it to the exclusion of all other reds. Being a seedling of Spectrum X Radiolite, it combines the good qualities of both parents.

Satellite blooms freely. It has a fine color. It comes into bloom early and the early blooms have no tendency toward sleepiness. The stem is long from the start and always supports the bloom erect. See illustration on page 16. There are no split calices. The cuttings root readily. It makes fine plants and transplants easy. You will like it.

\$3.00 per Dozen, \$15.00 per 100, \$125.00 per 1,000.

## “PATRICIAN”

We think this is undoubtedly the finest white carnation on the market today. When visiting among the growers who purchased Patrician last winter in limited quantity, we find almost invariably they have topped it back after seeing the first few blooms, intending to propagate every cutting possible for next season. No better proof of its value could be offered.

We have a very large stock and can supply fine cuttings in large quantity. We recommend that it be grown inside altogether and permitted to come into flower in early September, if you can use the blooms that early. If you practice field culture, bench the plants early and begin cutting early blooms. It is fine any way you grow it. The blooms are always saleable. It never comes sleepy.

\$12.00 per 100, \$100.00 per 1,000.

## OUR PROPAGATING STOCK

We have for many years made a specialty of rooted cuttings. Instead of taking our cuttings from the blooming stock, we grow many thousands of plants for cuttings only, believing that these cuttings are stronger and more uniform. They should give the very maximum result. Our propagating beds are being filled with these fine cuttings and we invite you to come and see them.

## STANDARD VARIETIES

### “HARVESTER”

B. S. & Co., 1922

We still sell quantities of this free blooming white. It certainly yields large numbers of its pure white blooms during the winter months.

\$5.00 per 100, \$40.00 per 1,000.

### “SENATOR” (White)

Best in cool weather. The stem is long and strong at all times.

\$5.00 per 100, \$40.00 per 1,000.

### “SALMON SPECTRUM”

B. S. & Co., 1930

Identical with Spectrum except in color, which is like a good Laddie. Fine keeper and shipper.

\$5.00 per 100, \$40.00 per 1,000.

### “EARLY ROSE”

Its beautiful satin pink color appeals to the buyer and its freedom in bloom appeals to the grower, making it a popular and profitable sort. Roots easy and makes fine plant.

\$5.00 per 100, \$40.00 per 1,000.

### “PINK ABUNDANCE”

B. S. & Co., 1929

Perhaps the most widely grown carnation we have today. Its wonderful freedom and general all-around excellence make it a favorite with both the grower and the retailer. Its medium pink color is always uniform and bright. Our stock is in fine condition and we can deliver it in large quantity.

\$5.00 per 100, \$40.00 per 1,000.

### “RADIOLITE”

B. S. & Co., 1927

One of the parents of Satellite and still good. Each season we sell many orders to growers who appreciate its strong stem and fine scarlet color.

\$5.00 per 100, \$40.00 per 1,000.

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“SPECTRUM SUPREME”

This variety has practically displaced the parent Spectrum, from which it sported. The color is a deeper red and the stem is somewhat stronger. We have a fine stock to propagate from.

\$6.00 per 100, \$50.00 per 1,000

“WILDFIRE”

Grows stockier than Spectrum and has a stronger, though shorter stem. We have a good stock.

\$8.00 per 100, \$75.00 per 1,000

“WOBURN”

Its wonderful crimson color, bordering on scarlet, coupled with its general all-around excellence, makes it easily the best crimson of today. The demand for this variety invariably exceeds the supply, so we have this season reserved a large block of stock for propagating and offer it at popular prices.

\$6.00 per 100, \$50.00 per 1,000

“POTENTATE”

B. S. & Co., 1930

We sold out rather close on this variety last season and have only a limited supply for those who order early. Fine deep purple and a fine keeper.

\$6.00 per 100, \$50.00 per 1,000

“MAINE SUNSHINE”

Clear bright yellow without any shadings. Good bloomer and fine keeper. Blooms are always in good demand.

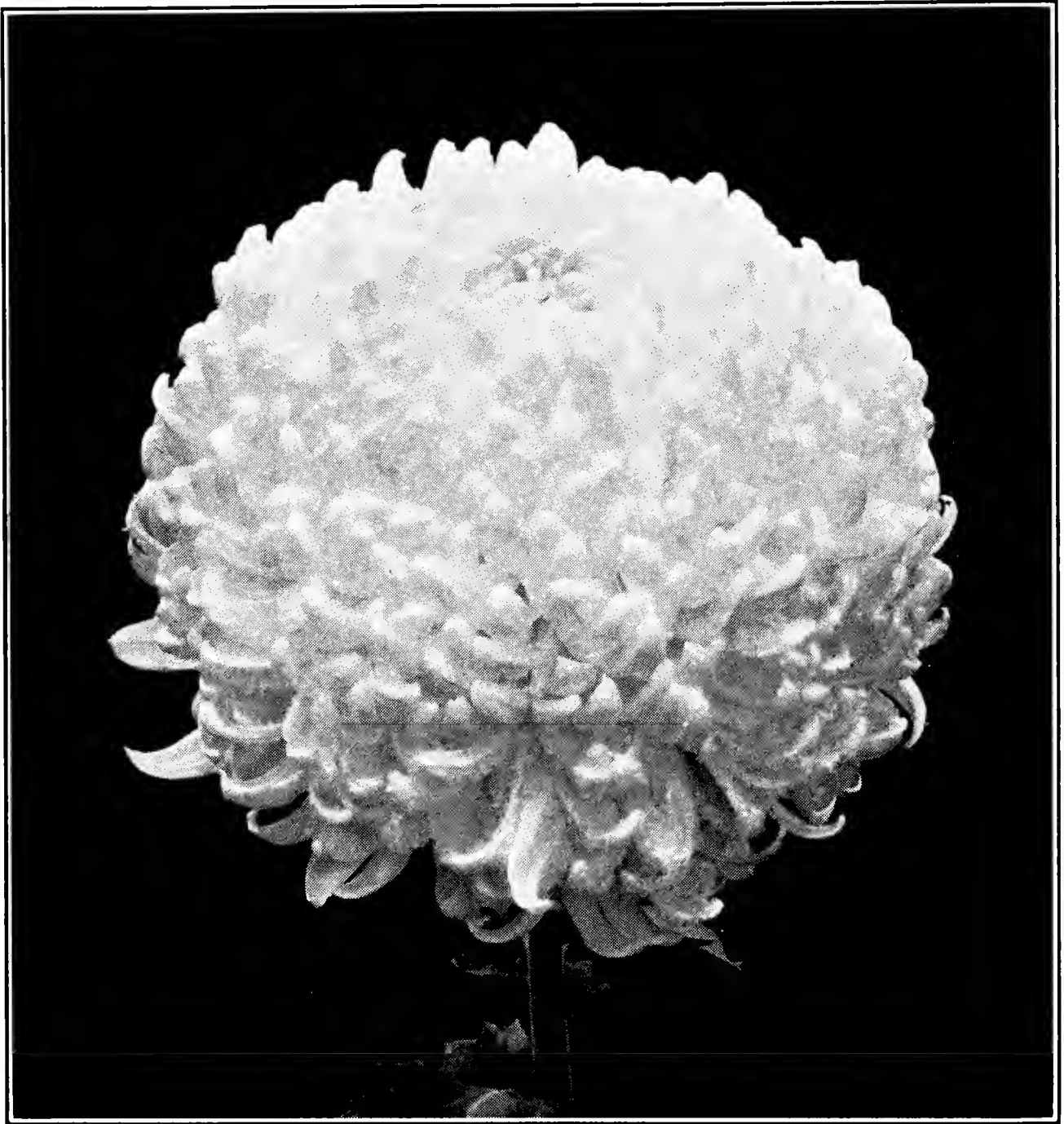
\$12.00 per 100, \$100.00 per 1,000

## SPECIAL CHRYSANTHEMUM OFFER

You may select a thousand rooted cuttings, or more, from the list of standard varieties, at \$25.00 per thousand, providing the number ordered of any one variety does not exceed 10 per cent of the entire order. We will be glad to make up an assortment to cover the season in the various colors, taken from the standard list at \$25.00 per 1,000, to include not more than 100, nor less than 25 of any one variety in each thousand cuttings.

## THE SHADED MUMS

We have given much attention to this new method of growing chrysanthemums and have had splendid success in bringing them into bloom early. We will be glad to consult with you regarding the best varieties for this purpose and the finer points in the operation. Write us if you contemplate shading part of your mums the coming season.



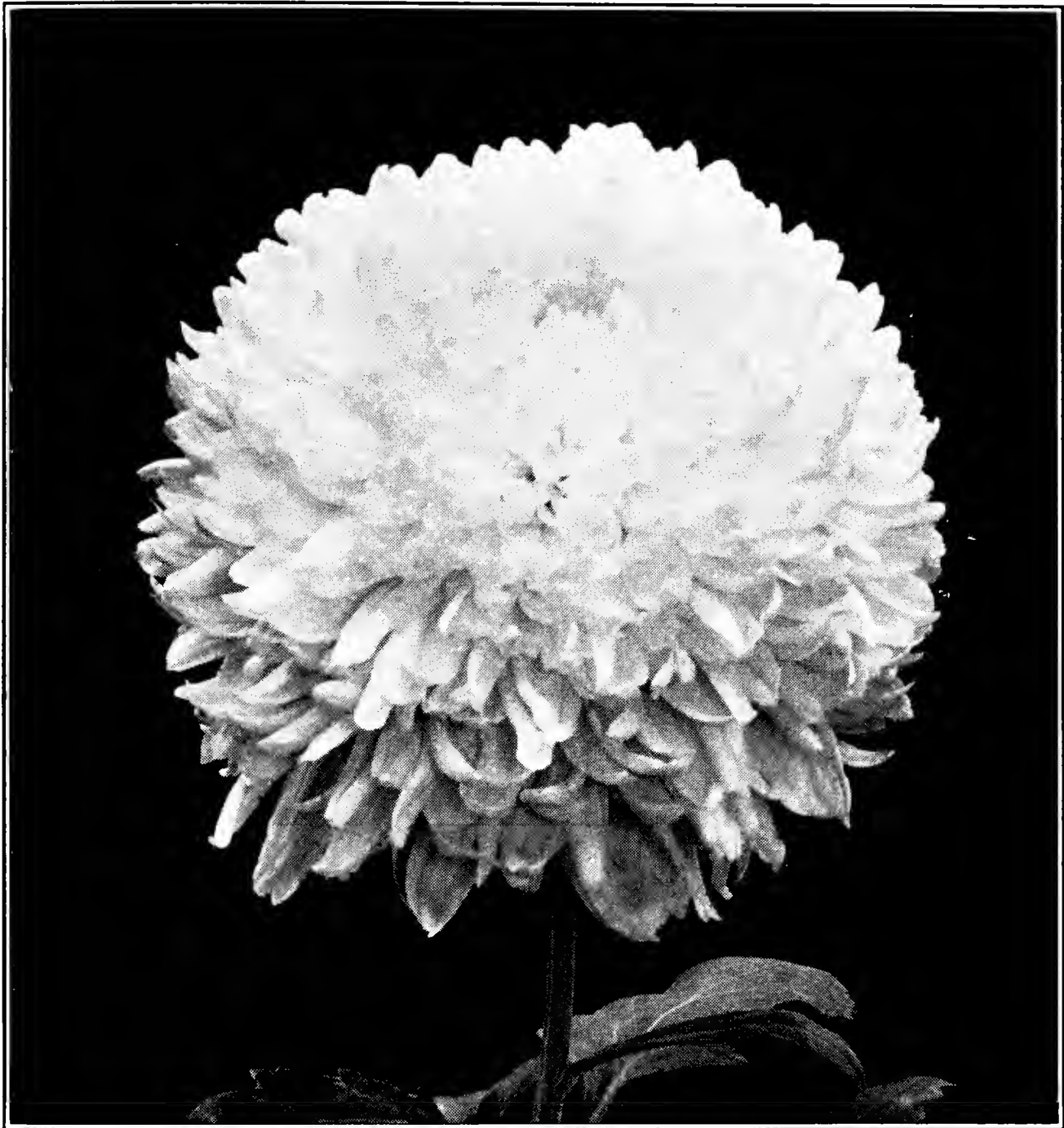
### “COAHOMA”

One of those fine commercial varieties on which we can count for practically 100 per cent of perfect blooms. The color is a medium shade of yellow like the old favorite “Robert Haliday.”

The stem and foliage are perfect. Grows about four feet from June planting and blooms in late October. Take terminal bud.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1,000.





### “CARDONIA”

One of the finest yellows in point of color, deep, rich, and without a trace of bronze. Solid flower of good size and texture. Grows four to five feet from June planting. Blooms first week in November. Take terminal bud.

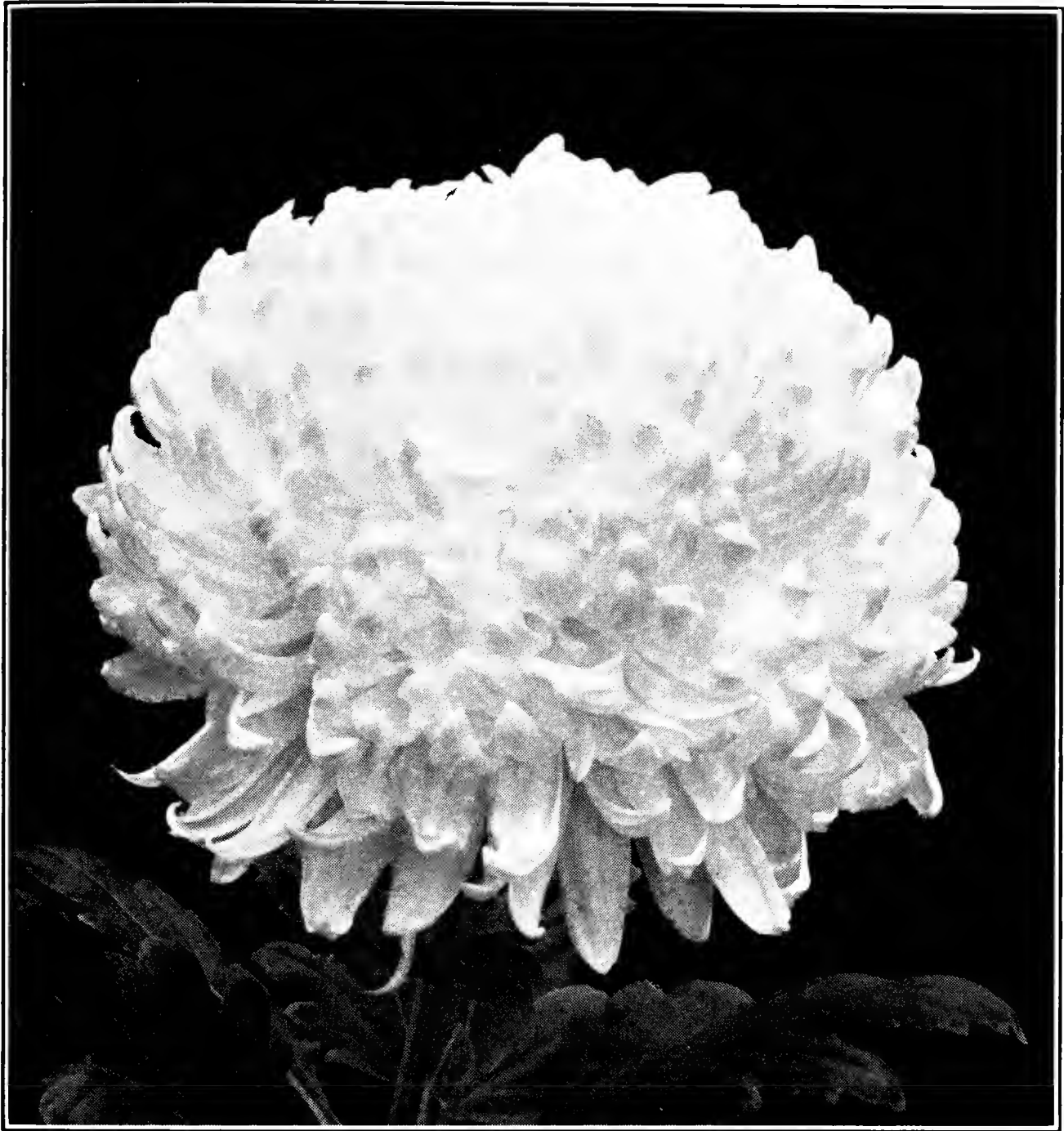
\$5.00 per dozen, \$25.00 per 100, \$200.00 per 1,000.



### “GLITTERS”

Different from anything you now have. The straight petals give it a radiating effect and when the light strikes the wonderful bronze color it fairly glitters, hence the name. Should prove a most useful variety for local trade. Blooms Nov. 1st from terminal bud.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1,000.



### “IMMACULATE”

One of the nicest growers and one of the purest white flowers we have. Glossy dark green foliage on straight stems. Grows five feet from June planting. Blooms first week in November. Take terminal bud.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1,000.

## NEW POMPONS

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1,000.

### “SNOWBOUND”

An early flowering white. Makes fine sprays and gives good yield. Foliage is small, which permits close planting. Blooms are round and medium sized. Blooms Oct. 15th. Fine for shading.

### “LETITIA”

Similar in color to “Pink Dot,” white with dark pink centre. Blooms two weeks earlier than “Pink Dot,” about Oct. 15th. Grows vigorous and gives good yield.

### “FLAME”

The color is a bright bronze suffused with yellow, giving it a bright hue, suggesting the name we have given it. Works in fine on autumn leaf effects. Strong grower. Blooms first week in November.

### “ZOE”

A golden bronze of the large button type to follow “New York” in bloom. Blooms Nov. 20th and later. Grows medium in height and branches well, giving a good yield. We recommend the variety very highly.

## LAST SEASON’S INTRODUCTIONS

\$12.00 per 100, \$100.00 per 1,000.

### “PINK CHIEF”

An improvement on “Justrite” in that it is much larger and has a deeper color. We consider this the best pink for mid October to follow “Lustre.” Fine stem and foliage. Take terminal bud. Grows five feet from June planting.

### “ELECTRA”

Came with considerable bronze this season, which went over good in these days of bronze demand. Yellow is its predominating color. Always a good seller here. Fine stem and foliage. Blooms Nov. 1st. Take terminal bud.

### “YELLOW STREAK”

Should be planted in July where headroom is limited. Large incurved bloom with fine color. Good stem and foliage.

## POMPONS

### “BONNIE MAID”

Comes in right after “Lilac” and is one of the best at its date. The blooms are globular, are medium in size and borne in fine sprays. Grows medium in height and gives good yield.

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“GOLDFINCH”

Has proved to be one of our very best yellow pomps for shading. Makes fine sprays and holds well. Grow this to cut ahead of “Nuggets.” When grown under ordinary culture, it grows medium in height and gives good yield. Blooms Oct. 20th.

## “JEMIMA”

Globular bloom of golden bronze, produced in fine sprays. Comes into bloom in late October. Fine for outdoor planting, where it comes with a fine chestnut bronze color.

## “SEAGULL”

One of the best white pompons for late October. Sprays are more open than “White Doty” which it resembles somewhat. The lateral stems are stiff, causing each bloom to stand out individually. Bunches well.

## “GRENADIER”

A red pompon with a strong growth and profitable to grow. Gives good yield and bunches well. Blooms are round and of medium size. Blooms Nov. 10th.

## STANDARD VARIETIES

\$3.00 per 100, \$25.00 per 1,000, except where noted.

Our Chrysanthemum stock is field grown.

## WHITE

QUAKER MAID—B.-S. & Co., 1927. Blooms first week in October if planted early in June and the bud is taken by Aug. 25th. Grows five feet.

WHITE CHIEF—B.-S. & Co., 1930. Plant this to follow Quaker Maid. Bench early in June. Round bloom on a good stem. Take terminal bud.

AMBASSADOR—B.-S. & Co., 1931. We consider this fine white in a class of its own. Fine for shading as well as for growing naturally. The bloom is large and of fine texture, borne on strong stem with perfect foliage. Grows five feet from early June planting. Take terminal bud. \$8.00 per 100, \$75.00 per 1,000.

SNOW WHITE—B.-S. & Co., 1924. Its pure white bloom, its perfect form and deep glossy green foliage on a straight stem makes this a wonderful commercial variety. Plant this to follow “Ambassador.” Grows four feet and blooms last of October. Take terminal bud.

MARGARET GRAHAM—B.-S. & Co., 1929. Pure white incurved bloom of good size. Fine stem and foliage. Grows four feet from June planting and blooms Nov. 20th. Take terminal bud.

MONUMENT—B.-S. & Co., 1924. One of the very best all-round white mums you can grow. Solid incurved bloom of large size. A fine shipper. Strong stem with good foliage. Grows five feet. Take terminal bud. Blooms last of November.

FAVORITE—Milky white in color. Good size and fine form. Good stem and foliage. Blooms in late November.

WHITE DISTINCTION—B.-S. & Co., 1931. A fine white commercial to follow "Monument." Pure white sport from "Distinction." Holds fine for Thanksgiving. A good shipper. Grows four feet. Take terminal bud. \$6.00 per 100, \$50.00 per 1,000.

CHATTANOOGA—Pure white incurved flower of large size and a good one to end the season with in December. Grows five feet. Take terminal bud.

## YELLOW

GOLD LODGE—B.-S. & Co., 1927. Best early large flowered yellow. Bench early in June and take crown bud August 25th to cut bloom first week in October. Grows four feet. Fine for pot culture. Good variety for shading.

CELESTRA—B.-S. & Co., 1929. Plant this to follow "Gold Lode," following same culture as regards planting and taking bud. One of the very best for shading. Its globular form and fine clear yellow color make this one of the very best commercials.

GOLDEN GLORY—B.-S. & Co., 1922. One of the standard varieties in golden yellow. Large incurved bloom. Grows four feet and blooms the last week in October from terminal bud.

CORONNA—B.-S. & Co., 1926. Deep Golden Yellow. One of our favorites for commercial planting. Every plant gives a good bloom from each shoot. Strong stem clothed with abundant medium sized foliage. Blooms Nov. 1st. Take late crown or terminal bud.

ELECTRA—B.-S. & Co., 1932. See page 10 for description and price.

YELLOW STREAK—B.-S. & Co., 1932. See page 10 for description and price.

HONEYDEW—Nice upright growth with perfect foliage. Grows four feet. Clear light yellow. Large size and good texture. Take late crown bud. Blooms Nov. 10th.

FRIENDLY RIVAL—The perfect color in yellow. Large incurved bloom. Grows four feet from June planting. Take terminal bud to bloom Nov. 10th. Always in good demand.

MARIE DE PETRIS—Has been in heavy demand since its introduction. Heavy stem with ample foliage. Large incurved bloom. Clear deep yellow. Blooms in late November.

GOLDEN CELEBRATION—B.-S. & Co., 1928. Big improvement over the parent in point of color. Our mainstay in yellow for Thanksgiving day. Straight upright growth, needing minimum of tying. Has fine foliage. Easy to handle and gives high percentage of perfect blooms. Take terminal bud.

NELLIE T. ROSS—Plant this to follow "Celebration" and cut in early December. Strong growth with large incurved bloom of clear golden yellow color. Grows rather tall and can be planted in July. Take terminal bud.

GOLDEN PEARSON—B.-S. & Co., 1931. A clear yellow sport from "Gladys Pearson" and just as fine in every way. You will like it as a late yellow. Take terminal bud.



## PINK

LUSTRE—B.-S. & Co., 1928. Favored by many as the best early pink. If planted by June 1st and a crown bud is taken by Aug. 25th it will be ready to cut the first week in October. Terminal buds will bloom ten days later. Needs slight shade while bloom is developing to prevent bleaching and burning.

ROSE GLORY—B.-S. & Co., 1930. Follows "Lustre" in bloom. Strong grower with fine stem and foliage. Large incurved bloom with lavender pink color. Take terminal bud.

PINK CHIEF—B.-S. & Co., 1932. See page 10 for description and price.

JUSTRITE—B.-S. & Co., 1929. One of those globular sorts you can use in large quantity. Grows easy, gives high percentage of perfect blooms, keeps and ships well. Grow one or more blooms per plant. Plant early in June and take terminal bud. Shade slightly to prevent bleaching.

OCTOBER ROSE—B.-S. & Co., 1925. Clear lavender pink. Large incurved bloom. Follows "Justrite" about Oct. 20th. Take terminal bud.

OLD ROSE—B.-S. & Co., 1931. A fine shade of deep pink. Strong grower. Blooms first week in November. Take either terminal or late crown bud.

PINK TREASURE—Much larger than "Chieftain," which it resembles greatly. Same color and blooms at the same time, early in November. Take terminal bud and shade slightly to prevent bleaching.

DISTINCTION—B.-S. & Co., 1925. Blooms from mid-November on. Bright pink incurved flower with good texture. Take terminal bud.

THANKSGIVING PINK—B.-S. & Co., 1921. Our main pink for Thanksgiving Day cutting. Fine grower, medium height and dependable. Clear deep pink in color. Also a splendid pot variety.

## BRONZE

INDIANOLA—B.-S. & Co., 1928. Plant early in June and take bud about Aug. 25th for blooming first week in October. Terminal bud blooms Oct. 10th and has better color. A most satisfactory variety.

GOLDEN BRONZE—B.-S. & Co., 1930. Plant this to follow "Indianola." Strong grower and can be grown two or more blooms per plant. Large bloom. Take terminal or late crown bud. Blooms Oct. 20th.

DETROIT NEWS—Plant this to follow "Golden Bronze." Blooms early in November. Strong grower and easy to do. Blooms are large incurved and of wonderful texture. Good shipper.

GLADYS PEARSON—The standard bronze for Thanksgiving Day. Large incurved bloom on strong stem. Take terminal bud for best color and latest bloom.

## POMPON VARIETIES

The past season, when the call has largely been for moderate priced flowers, the pompons were in great favor. Our list contains only varieties with good colors, good growing habits and good yielders. They bloom in order as they appear in the list and cover the season. We have many fine seedling varieties coming on.

\$3.00 per 100, \$25.00 per 1,000, unless otherwise noted.

### WHITE

WHITE WINGS—Early white. Good grower. Oct. 15th.

SEAGULL—B.-S. & Co., 1932. See page 11 for description and price.

WHITE DOTY—White sport from "Lilian Doty." Fine for disbudding. Nov. 1st.

WHITECAPS—B.-S. & Co., 1925. Pure white. Nov. 1st.

YULETIDE—Pure white. Thanksgiving and later.

CORDOVA—Pure white. December.

### YELLOW

IDA—Clear yellow. Oct. 15th.

GOLDFINCH—B.-S. & Co., 1932. See page 11 for description and price.

AUTUMN GLINTS—B.-S. & Co., 1922. Deep yellow with crimson centre.  
Nov. 1st.

NUGGETS—B.-S. & Co., 1924. Fine for cutting or pot culture. Large button type.  
Best yellow for Nov. 1st.

VARSITY—Small button type. Fine for cutting or pot culture. Nov. 1st.

YELLOW DOTY—Bronzy yellow. Fine for disbudding. Nov. 10th.

YELLOW FELLOW—B.-S. & Co., 1924. Best yellow for mid-November. Fine for cutting or pot culture. Deep clear yellow.

NORINE—Large button type. Deep rich yellow. Just right for Thanksgiving and one of the very best.

GOLDEN CREST—Bright clear yellow for Thanksgiving.

### PINK

LILAC—B.-S. & Co., 1930. Best early pink for indoor or outdoor cutting. Blooms outdoors Oct. 1st. Indoors two weeks later.

LEILAH—Lighter in color than Lilac. Oct. 15th.

BONNIE MAID—B.-S. & Co., 1932. See page 10 for description and price.

IRIDESCENT—B.-S. & Co., 1930. Fine inside, but wonderful outdoors. Beautiful shadings of pink and yellow. Oct. 15th.



JEWELL—B.-S. & Co., 1931. Has jumped into favor as a fine early pink. Large button type. Blooms Oct. 15th. Fine for outdoor planting.

PINK DOT—B.-S. & Co., 1924. When grown cool, the color is wonderful, white with deep pink centre. Oct. 25th.

MRS. KLERIS—Good lavender pink of "Doty" type. Nov. 1st.

ROSE CHARM—B.-S. & Co., 1924. Clear bright pink. Fine for disbudding. Nov. 5th.

BUCKINGHAM—Clear pink. Best of all the singles. Early November.

SILVER TIPS—B.-S. & Co., 1930. Deep pink. Makes fine sprays. Nov. 15th.

## BRONZE

NUBIAN—B.-S. & Co., 1928. Bright chestnut bronze. Oct. 15th.

JEMIMA—B.-S. & Co. See page 11 for description and price.

BOKHARA—B.-S. & Co., 1925. Contains all the shades of autumn foliage. One of our favorites. Late October.

SUNBURST—B. S. & Co., 1929. Bronze with golden centre. Nov. 10th.

AMOS—B.-S. & Co., 1931. Fine shade of medium bronze. Nov. 10th.

GOV. LAKE—Rich chestnut bronze. Nice grower. Late November.

LEGAL TENDER—B.-S. & Co., 1931. In our estimation this is the best of all the bronze pompons. Wonderful combination of gold and bronze. Fine for Thanksgiving. Fine producer.

RED BEU—Red and gold for Thanksgiving.

GOLDEN TIPS—B.-S. & Co., 1930. Bronze with golden tips. Striking and good. Nov. 15th.

DOROTHY TURNER—Rich deep bronze for late November.

## RED

GRENADIER—B.-S. & Co., 1932. See page 11 for description and price.

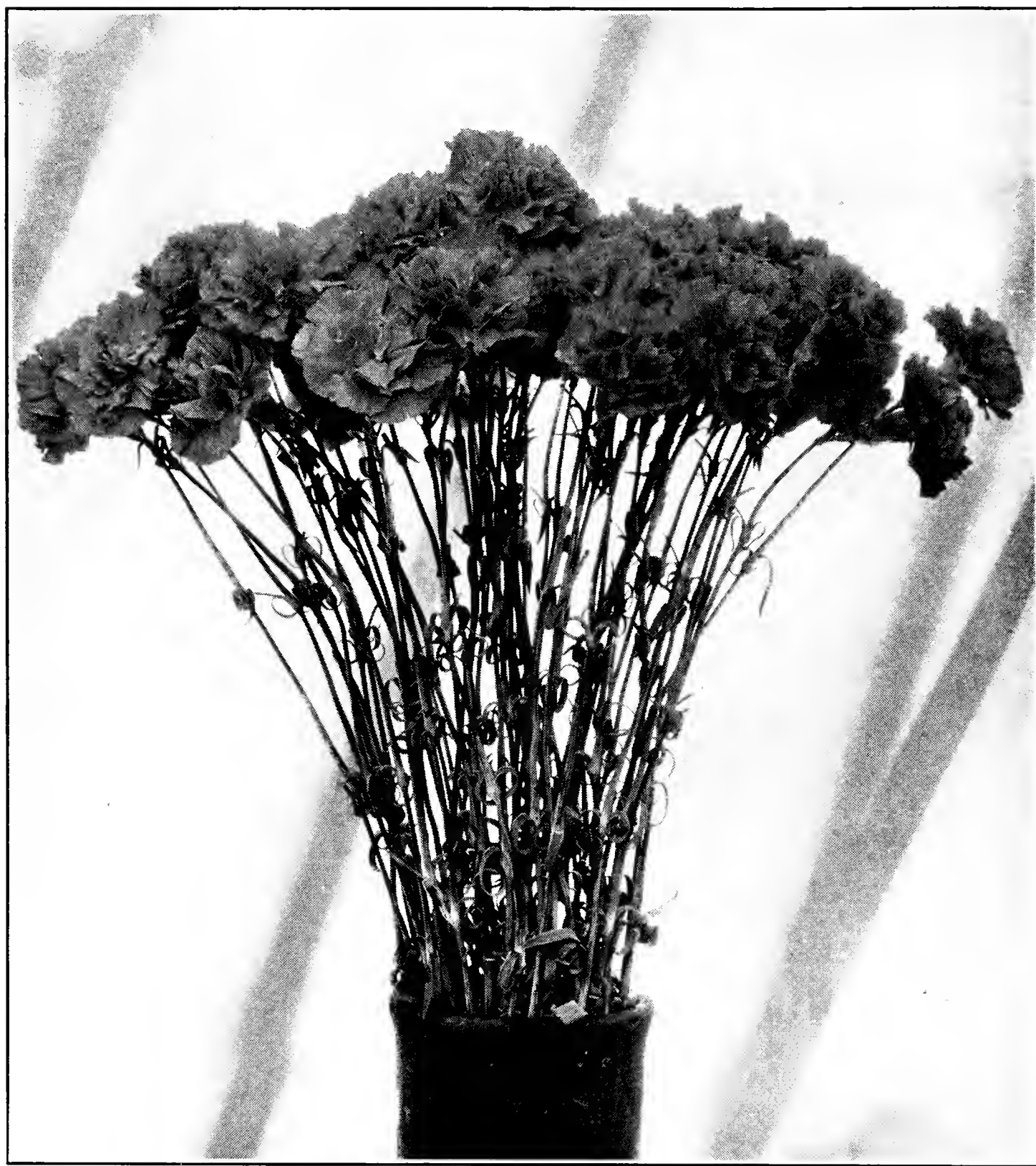
FLORA—Deep crimson red. Mid-November.

## SPECIAL

ABSOLUTE—A wonderful combination of yellow and bronze. The blooms are semi double, permitting the most effective display of color. Not so many blooms to each spray, but individual blooms are good size and have wonderful texture. This is the most striking novelty that has come to us in many years. \$6.00 per 100, \$50.00 per 1,000.

NORMA—This is another variety which has caught on quickly. Pink with yellow anemone cushion. We have a good stock. \$4.00 per 100, \$35.00 per 1,000.

THE BELLE—White with white anemone cushion. A wonderful producer and a good seller. \$4.00 per 100, \$35.00 per 1,000.



“SATELLITE”

The stems are always long and strong.